

ISSUE (Non-candidate) ADVERTISEMENT AGREEMENT FORM

I, Stan Tafoya, hereby request station time as follows: See **Order** for proposed schedule and charges. See **Invoice** for actual schedule and charges.

Check one:

☐ Ad "communicates a message relating to any political matter of national importance" by referring to (1) a legally qualified candidate for federal office; (2) an election to federal office; (3) a national legislative issue of public importance (e.g., health care legislation, IRS tax code, etc.); or (4) a political issue that is the subject of controversy or discussion at the national level.

☒ Ad does NOT communicate a message relating to any political matter of national importance (e.g., relates only to a state or local issue).

ALL QUESTIONS/BLOCKS MUST BE COMPLETED

Station time requested by:

Agency name: Lincoln Marketing Group
 Address: 6101 S. 56th Lincoln, NE 68516
 Contact: Stan Tafoya Phone number: 402 770 3040 Email: Stan@LNKMarketing.com

Name of advertiser/sponsor (list entity's full legal name as disclosed to the Federal Election Commission [for federal committees] with no acronyms; name must match the sponsorship ID in ad):

Name: Lincoln Safety Foundation
 Address: P.O. Box 6891 Lincoln, NE 68506
 Contact: Dave Slagle Phone number: 402 450 2598 Email: david@lincolnsafetyfoundation.org
 Station is authorized to announce the time as paid for by such person or entity.

List ALL of the chief executive officers or members of the executive committee or board of directors or other governing group(s) of the advertiser/sponsor (Use separate page if necessary.):

David Slagle et al

By signing below, advertiser/sponsor represents that those listed above are the only executive officers, members of the executive committee and board of directors or other governing group(s).

If ad refers to a federal candidate(s) or federal election, list ALL of the following:

☐ N/A

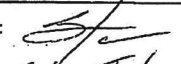

Name(s) of every candidate referred to:

Office(s) sought by such candidate(s) (no acronyms or abbreviations):

Date of election:

Clearly identify EVERY political matter of national importance referred to in the ad (no acronyms); use separate page if necessary:

☐ N/A

<p>THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.</p> <p>The advertiser/sponsor agrees to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, which may arise from the broadcast of the above-requested advertisement(s). For the above-requested ad(s), the advertiser/sponsor also agrees to prepare a script, transcript or tape, which will be delivered to the station by the log deadlines outlined in the station's disclosure statement.</p>		
Advertiser/Sponsor		Station Representative
Signature: 		Signature: 
Name: Stan Tapaya		Name: Katie Philippi
Date of Request to Purchase Ad Time: 4/28/21		Date of Station Agreement to Sell Time: 4/30/21
TO BE COMPLETED BY STATION ONLY		
Ad submitted to station? <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No Date ad received: 4/30/21		
Note: Must have separate PB-19 forms (or the equivalent, e.g., addendums) for each version of the ad (i.e., for every ad with differing copy).		
If only one officer, executive committee member or director is listed above, station should ask the advertiser/sponsor in writing if there are any other officers, executive committee members or directors, maintain records of inquiry and update this form if additional officers, members or directors are provided.		
Disposition:		
<input checked="" type="checkbox"/> Accepted		
<input type="checkbox"/> Accepted IN PART (e.g., ad not received to determine content)*		
<input type="checkbox"/> Rejected – provide reason (optional):		
*Upload partially accepted form, then promptly upload updated final form when complete.		
Date and nature of follow-ups, if any:		
Contract #: 554627C	Station Call Letters: K2KX	Date Received/Requested: 4/30/21
Est. #:	Station Location: Seward, NE	Run Start and End Dates: 5/1-5/2/21
For national issue ads only (not required for state/local issue ads):		
Upload order, this disclosure form and invoice (or traffic system print-out) or other material reflecting this transaction to the OPIF or use this space to document schedule of time purchased, when spots actually aired, the rates charged and the classes of time purchased (including date, time, class of time and reasons for any make-goods or rebates) or attach separately. If station will not upload the actual times spots aired until an invoice is generated, the name of a contact person who can provide that information immediately should be placed in the "Terms and Disclosures" folder in the OPIF.		

ORDER

Orders	Order / Rev:	554627C		
	Alt Order #:			
	Product Desc:	2021		
	Estimate:			
	Flight Dates:	05/01/21 - 05/02/21	Primary AE:	KZKX-FM
	Original Date / Rev:	04/30/21 / 04/30/21	Sales Office:	Chris Linville
	Order Type:	TRANSACTIONAL	Sales Region:	L-LNK
				Local
Agency	Name:	Lincoln Marketing Group		
	Buying Contact:		Billing Type:	Cash
	Billing Contact:	Stan Tafoya	Billing Calendar:	Broadcast
		6101 S. 56th Street	Billing Cycle:	EOM/EOC
		Lincoln, NE 68516	Agency Commission:	15%
Advertiser	Name:	Lincoln Safety Foundation		
	Demographic:	HH	New Business Thru:	
	Product Codes:	Charitable/Service Organizations	Advertiser External ID:	
	Revenue Code 1:	Agency Business	Agency External ID:	
	Revenue Code 2:	Spot	Unit Code:	General
	Revenue Code 3:	General Revenue	Order Separation:	00:30:00
	Priority:	P-03		

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
04/26/21	05/02/21	15	\$300.00	\$255.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
May 2021	15	\$300.00	\$255.00	0.00
Totals	15	\$300.00	\$255.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Chris Linville			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KZKX	05/02/21	05/02/21	Mo-Su Full Rotation Mo-Su 5a-12m	CM	5:00 AM-11:00 PM (5:00 AM-11:00 PM)	-----+	1:00	10	\$29.50	P-03	0.00	NM	10	\$295.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	04/26/21	05/02/21	-----+		10				\$29.50		0.00			
N 2	KZKX	05/01/21	05/02/21	Sign-On/Sign-Off Mo-Su 12a-12m	CM	12a-12m	-----SS	1:00	5	\$1.00	P-03	0.00	NM	5	\$5.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	04/26/21	05/02/21	-----SS		5				\$1.00		0.00			
													Totals	15	\$300.00